**Activities/Procedures**:

Review results of Media Tracker from week before.

Students will work through two games linked on Library home page.

From [www.media-awareness.ca/english/games/index.cfm](http://www.media-awareness.ca/english/games/index.cfm)

* Co-co’s AdverSmarts: An Interactive Unit on Food Marketing on the Web – how advertisers target kids online, teaching children to recognize online marketing techniques used in “advergames” and other immersive Web environments.
* Privacy Playground: The First Adventure of the Three CyberPigs – teachers online marketing and about protecting your privacy as you surf the Internet

Students reconvene in large group and share reactions to the games.

**Assessment**:

Observation of student participation in activities.

**Outcomes/Skills:**

I can explain how meaning can be conveyed in image, sound and artistic works.

I can analyze media for purpose, message, points of view, accuracy, bias & intended audience.

**Essential Questions/Content**:

How do media impact society?

**Grade**: 4

**Unit**: Media Literacy

**Lesson: #2**

**Time**: 30 min